

## **CLAIM AMENDMENTS**

### **Claim Amendment Summary**

#### **Claims pending**

- Before this Amendment: Claims 1, 2, 4-22 and 24-28.
- After this Amendment: Claims 1, 2, 4-22 and 24-28

**Non-Elected, Canceled, or Withdrawn claims:** None

**Amended claims:** 12, 20, 24, and 26

**New claims:** None

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**Claims:**

**1. (Previously Presented)** A method comprising:

processing consumer data that represents an individual's consumer purchases, wherein the consumer data comprises data collected by a retail store in association with a membership card that is assigned to the individual and comprises a unique consumer ID; and

targeting a television advertisement to the individual based on the consumer data by associating the unique consumer ID and a unique client device ID, such that based on the client device ID, a client device associated with the individual:

determines when the client device ID is associated with the client device;

and

acquires the targeted advertisement.

**2. (Original)** The method as recited in claim 1 wherein the individual comprises a subscriber to a broadcast television system.

**3. (Canceled)** .

**4. (Original)** The method as recited in claim 1 wherein the consumer data comprises an indicator of a vendor associated with a product that the individual has purchased.

5. **(Original)** The method as recited in claim 1 wherein the consumer data comprises an indicator of a category associated with a product that the individual has purchased.

6. **(Original)** The method as recited in claim 1 wherein the processing comprises:

accessing the consumer data associated with the individual; and

generating a profile associated with the individual based on the consumer data, such that the profile indicates a product category associated with a product purchased by the individual.

7. **(Original)** The method as recited in claim 6 wherein the product category is selected from a group of product categories comprising frozen foods, soft drinks, snack foods, cereals, diet foods, personal hygiene, and dental hygiene.

8. **(Original)** The method as recited in claim 6 wherein the profile further indicates a product vendor associated with the product purchased by the individual.

**9. (Original)** The method as recited in claim 1 wherein the targeting comprises:

associating a consumer profile characteristic with an advertisement to be targeted;

broadcasting data identifying the consumer profile characteristic associated with the advertisement to be targeted to enable a client device to determine whether or not to tune to the targeted advertisement; and

broadcasting in a first data stream a default, non-targeted advertisement, while simultaneously broadcasting in a second data stream the advertisement to be targeted.

**10. (Original)** The method as recited in claim 9 wherein the consumer profile characteristic comprises at least one of a product vendor and a product category.

**11. (Original)** One or more computer-readable media having computer-readable instructions thereon which, when executed by a computer, cause the computer to implement the method as recited in claim 1.

**12. (Currently Amended)** A system comprising:

a profiling server configured to generate consumer profiles associated with broadcast television system subscribers, wherein consumer data comprising data collected by a retail store is associated with a membership card that is assigned to the individual and comprises a unique consumer ID;

a targeting server configured to maintain consumer profile characteristics in association with targeted advertisements by associating the unique consumer ID and a unique client device ID such that based on the client device ID, a client device is associated with an individual;

a broadcast transmitter configured to broadcast consumer profile data and targeted advertisements over a network to multiple client devices; and

multiple client devices each having a unique client device ID, wherein each client device comprises a subscriber profile data repository configured to maintain consumer profile data comprising a unique subscriber ID and the unique client device ID, wherein each client device associated with the individual;

determines when the broadcast consumer profile data includes the unique client device ID associated with the client device; and

acquires the targeted advertisement from the broadcast consumer profile data.

**13. (Original)** The system as recited in claim 12 wherein the profiling server comprises:

a profiling user interface configured to enable a user to enter rules that define how the profiling server communicates with a customer loyalty data repository from which consumer purchase data can be extracted.

**14. (Original)** The system as recited in claim 13 wherein the profiling user interface is further configured to enable a user to indicate specific values that may be used in defining a subscriber profile.

**15. (Original)** The system as recited in claim 14 wherein the specific values comprise at least one of a product vendor and a product category.

**16. (Original)** The system as recited in claim 12 wherein the profiling server comprises:

a subscriber profile data repository configured to maintain consumer profile data associated with subscribers to a broadcast television system.

**17. (Original)** The system as recited in claim 12 wherein the targeting server comprises:

a targeting user interface configured to enable a user to specify consumer profile characteristics to be associated with targeted advertisements.

**18. (Original)** The system as recited in claim 12 wherein the targeting server comprises:

a multicast message generator configured to generate a message comprising:

a transport ID that identifies a data stream over which a particular targeted advertisement is scheduled to be broadcast;

a duration of the particular targeted advertisement; and

a consumer profile characteristic associated with the particular targeted advertisement.

**19. (Original)** The system as recited in claim 18 wherein the broadcast transmitter is further configured to broadcast the message that is generated by the multicast message generator.

**20. (Currently Amended)** A client device having a unique client device ID, the client device comprising:

a first tuner configured to tune to a first network channel over which broadcast television program content is received;

a second tuner configured to tune to a second network channel over which broadcast television subscriber profile data is received;

a subscriber profile data repository configured to maintain consumer profile data comprising a unique subscriber ID and the unique client device ID, wherein the client device is associated with an individual; and

a profile filter configured to direct the first tuner to tune to an alternate network channel over which a targeted advertisement is received when a consumer profile characteristic of the consumer profile data associated with the targeted advertisement matches the television subscriber profile data, wherein the consumer profile characteristic of the consumer profile data comprises the unique client device ID.

**21. (Previously Presented)** The client device as recited in claim 20 wherein the first network channel comprises an in-band network channel.

**22. (Previously Presented)** The client device as recited in claim 20 wherein the second network channel comprises an out-of-band network channel.

**23. (Canceled)**



**24. (Currently Amended)** One or more computer-readable media comprising computer-readable instructions which, when executed, cause a computer system to perform a method, the method comprising:

associating a consumer profile characteristic with a targeted advertisement, wherein the consumer profile characteristic is contained in a consumer profile, the consumer profile comprising:

data collected by a retail store, the data being associated with a membership card that is assigned to an individual and comprises a unique consumer ID;

upon detection of an advertisement avail that is to include a targeted advertisement, generating a message that identifies the consumer profile characteristic that is associated with the targeted advertisement, a duration of the targeted advertisement, and a transport ID that identifies a data stream over which the targeted advertisement is scheduled to be broadcast; and

broadcasting the message over a network to one or more client devices, wherein based on a client device ID, each client device determines when the client device ID is associated with the client device and the client device acquires the associated consumer profile.

**25. (Previously Presented)** The one or more computer-readable media as recited in claim 24, wherein the method further comprises:

simultaneously broadcasting a default advertisement on a first data stream and the targeted advertisement on a second data stream.

**26. (Currently Amended)** One or more computer-readable media comprising computer-readable instructions which, when executed, cause configure a client device computer system to perform a method, the method comprising:

receiving consumer profile data associated with a broadcast television system subscriber, wherein based on a client device ID, the client device determines when the client device ID is associated with the client device and the client device acquires the associated consumer profile data;

receiving a message comprising a consumer profile characteristic associated with a targeted advertisement scheduled for broadcast;

determining whether the consumer profile data associated with the broadcast television system subscriber matches the consumer profile characteristic associated with the targeted advertisement; and

in an event that the consumer profile data matches the consumer profile characteristic, tuning from a first data stream to an alternate data stream over which the targeted advertisement is to be broadcast.

**27. (Original)** The one or more computer-readable media as recited in claim 26 wherein the message further comprises a transport ID that identifies the alternate data stream.

**28. (Previously Presented)** The one or more computer-readable media as recited in claim 26 wherein the message further comprises a duration associated with the targeted advertisement, and wherein the method further comprises:

after being tuned to the alternate data stream for a time period indicated by the duration, tuning back to the first data stream.